

**ORDINANCE NO. 5777**

AN ORDINANCE TO AMEND §174.07 PLACING SIGNS ON PUBLIC AND PRIVATE PROPERTY BY CLARIFYING THE PLACEMENT OF DIRECTIONAL AND WAYFINDING SIGNS ON PUBLIC PROPERTY AND ENACTING A NEW SUBSECTION (F) *TRAIL/TRAILHEAD WAYFINDING SIGNS AND RECOGNITION MARKERS*.

**WHEREAS**, the Razorback Greenway Trail which runs from Fayetteville all the way through Bentonville has been achieved by the cities of Fayetteville, Johnson, Springdale, Lowell, Rogers and Bentonville with organizational and financial assistance from the Northwest Arkansas Regional Planning Commission and Walton Family Foundation; and

**WHEREAS**, all the cities wish to place commonly designed mileage, directional, wayfinding, informational and interpretive signs along the length of the Razorback Greenway to assist with user safety, orientation and information; and

**WHEREAS**, the regionally developed design concept includes recognition for governmental and non-profit organizations that provide organizational and/or significant financial assistance to make the trail system a reality; and

**WHEREAS**, the City of Fayetteville wishes to continue a cohesive, coordinated wayfinding sign program as funding becomes available on all its trails for citizens and visitors alike; and

**WHEREAS**, an ordinance amendment is needed to clearly establish the intent and parameters of wayfinding, directional and trail signage.

**NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:**

Section 1. That the City Council for the City of Fayetteville, Arkansas hereby repeals §174.07 *Placing Signs on Public and Private Property* and enacts a replacement §174.07 *Placing Signs on Public Property*, as shown in the attached Exhibit "A".

**PASSED** and **APPROVED** this 2<sup>nd</sup> day of June, 2015.

APPROVED:

ATTEST:

By:

  
**LIONELD JORDAN**, Mayor

By:

  
**SONDRA E. SMITH**, City Clerk Treasurer



### 174.07 Placing Signs on Public Property

No signs other than signs placed by agencies of government shall be erected on any public property or right-of-way.

(A) *Directional and Wayfinding Signs.* Directional and wayfinding signs may be erected on public property or within the city's street right-of-way under the following conditions:

- (1) The signs direct the reader to the location of a public or educational institution, to a facility operated by a nonprofit entity and attended by out-of-town patrons, to a facility relating to the public health, safety, or welfare, or to scenic or historic buildings, trails and parks;
- (2) The signs are fabricated, erected and maintained by the City or its agent.
- (3) The signs are installed at locations where they would not constitute a traffic hazard.
- (4) The signs have been approved and permitted as required by the authority having jurisdiction; and
- (5) The maximum number of directional signs permitted under this section shall be seven (7) for each entity; provided, the limitation provided hereby shall not apply to signs directing the reader to scenic or historic buildings, trails and parks.

(B) *Nonprofit organizations.* Nonprofit organizations may be allowed to place temporary signs of a noncommercial nature on public property for the purpose of directing the general public to the location of an event or activity which promotes the general public welfare. The placement of such temporary signs shall be subject to the following conditions:

- (1) The maximum display surface area of each sign shall not exceed fifteen (15) square feet;
- (2) No more than three (3) signs directing the general public to such an event or activity shall be placed on public property at the same time by one such organization;
- (3) Each such sign shall identify the nonprofit organization by name;
- (4) No such temporary sign shall be placed on public property for more than five (5) successive days;
- (5) *Location/approval.* The location of each such sign shall be approved by the Planning and Zoning Administration or designee to ensure

that the signs will not constitute a traffic hazard;

(6) *Permit/number of signs.* The organization applies for, and is issued, a sign permit; one permit may authorize installation of up to three (3) signs pursuant to the provisions of this division; and

7) *Temporary signs.* No such organization shall install, or be issued a permit to install a temporary sign on public property pursuant to the provisions of this division more often than six (6) times within a 12-month period.

(C) *Small banners on certain city light poles.* The City or the Mayor's designee may prepare and install banners not exceeding seven square feet on city light poles specially designed and constructed for such banners. These small banners may include the name of the commercial or noncommercial enterprise sponsoring the banner, but shall contain no advertising or slogans of the sponsor.

(D) *Informational kiosks.* Informational kiosks with a map may be placed within city right-of-way by the City. The kiosks shall contain a map and/or description of the area, public buildings and facilities, parking areas, and entertainment, cultural, and historic facilities within or near this zone.

(E) *Cross Street Banners.* Cross Street Banners may be installed pursuant to §174.03 (J) (3) (b).

(F) *Trail/Trailhead wayfinding signs and recognition markers.* Trail mileage markers, directional and wayfinding signs, informational and interpretive signs, and other such regionally coordinated signage may be installed on the Regional Greenway Trail corridor or other public multi-use trail corridors within the city, under the following conditions:

- (1) All signs shall be coordinated to provide clear messaging related to the use, safety, and enjoyment of the trail or trailhead.
- (2) Small recognition emblems for non-profits or governmental organizations may be located on the trail signs, provided the non-profit or governmental organization substantially participated in the funding or coordinated the installation of the trail and/or trailhead. Signs may not include advertising or slogans of sponsors.